

## **Historic, Archive Document**

Do not assume content reflects current  
scientific knowledge, policies, or practices.



# **WARNING**

## **ABOUT HYBRID CORN**

Hybrid Corn Agents are going to ask you \$6.00 to \$8.00 per bu. for HYBRID CORN. YOU DON'T NEED TO PAY ANY SUCH PRICES.

**AGENTS GET \$1 to \$3 FOR EACH BU. OF CORN THEY SELL YOU!**

**SAVE THAT AGENT'S COMMISSION FOR YOURSELF!**

**BUY DIRECT**

**FROM HENRY FIELD**

**WHY PAY  
\$7.50 BU.  
FOR  
HYBRID CORN?**

**FOR 1ST 10,000 BU. SOLD OF  
HENRY FIELD'S MULE-HYBRID**

**ONLY**

**\$ 3.95**

**Per. Bu.  
Best Flat  
Edge Drop Bead**

**ONLY 50¢ PER BU. DOWN HOLDS THIS  
LOW PRICE UNTIL SPRING! GUARANTEED  
TO BE LOWEST PRICE OF YEAR ON  
MULE-HYBRID**

**(See Inside Back Cover)**

# NEWS ABOUT FIELD'S FAMOUS 'SPOTS'



**FOREMOST**—World's Jr. Champion Boar '39 Heads Our Herd Besides Foremost, we've added prize winners to our herd from all over the country including the first and second prize sows at the Nebr. fair. The best breeding you can get, and **STILL, WE SELL AT FARMER'S PRICES.**

SPOTTED POLAND CHINAS FOR SALE NOW			
All Shipped Guaranteed to Please or Money Back. Everything Vaccinated & Registered. Papers Furnished Free.			
BRED GILTS Bred for Sept. & Oct. litters	SELECT \$30.00	Extra Select \$35.00	Foundation \$45.00
YEARLING SOWS Bred for Sept. & Oct. litters	35.00	40.00	50.00
SPRING BOARS Ready for work	25.00	35.00	45.00
WEANLING PIGS			
each	12.50	15.00	20.00
unrelated pairs	25.00	30.00	40.00
unrelated trios	35.00	40.00	50.00

I believe I sold more "Spots" this year than anyone in the country. Seems when any breeder or farmer wants a good pig, they come to Henry. And I've got them here for anyone, anytime.

## I STILL SELL ONLY Farmer Type Pigs

I still stick to my idea of a farmer-type hog and breed them that way. By that I mean, **EASY-FEEDING, LOW, THICK WAGON-BOX** type—the kind with heavy hams that mature early to top the market. It's usually hard to find hogs bred like that, but that's what I've got.

## PLENTY ON HAND

We have all kinds of breeding stock at all times. If you don't find what you want, write me a letter. Over half my sales are made by mail, so you don't need to be afraid to trade that way. I ship only the best registered stock that has been vaccinated by recognized veterinaries, and furnish the health certificates and registration papers free. **AND I GUARANTEE TO PLEASE YOU OR NO DEAL.** I've sold pigs this way by mail for 20 some years now, so you don't need to be afraid to trade.

# FIELD'S NEW HEREFORD HOGS

This is probably the first look some of you've had at the new Hereford Hogs. Look good—they're the coming breed.

## ALL-PURPOSE BREED

The Hereford is stealing the show because packers are willing to pay a premium for good Herefords any time since they are a closely coupled, compact, low hog with a maximum of high-priced cuts—loins, bacon and hams. Farmers are sold on them because of the premium and because they go to market early at 5 to 6 mo. weighing 200-225 lbs. That's the way to make money on hogs.

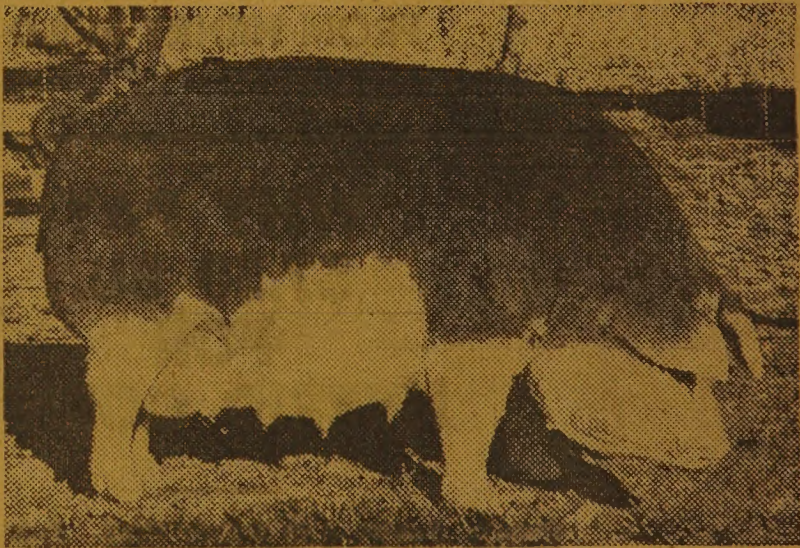
## DESCRIPTION

The Hereford hog is colored just like a Hereford cow—deep cherry red color, white face and feet, white underline and switch. Not leggy of course, but refined, quiet, **VERY PROLIFIC**, and gentle easy keepers. They cross well with all standard breeds especially Hamps—shortening them up, making them lower to the ground, thicker and blockier, and earlier maturing.

## HEREFORD SALE, OCT. 17

Big Doings Oct. 17—We're putting up 80 head of Herefords at a big sale which starts promptly at 12 noon back of the seedhouse. There will be a few spots, too, so everybody can get what they want. Be sure to come and bring all your friends. We'll see you get treated well.

H. F.



## BEST HERD OF HEREFORDS IN COUNTRY!

Believe I can safely say we have best herd of Herefords in the country. This is one of our herd sows. She's a typical example of what I'm driving at by "wagon-box" type, smooth, compact. Our herd is headed by Mildred's Lad who took 1st at Illinois Swine Show last year. Incidentally we took 19 ribbons out of 26 entries at the Iowa State Fair and 15 ribbons out of 16 at the Nebr. State Fair besides the Jr. Champion Boar. That's a real showing!

HEREFORDS FOR SALE NOW			
All shipped Guaranteed to Please or Money Back. Everything Vaccinated & Registered. Papers Furnished Free.			
BRED GILTS Bred for Sept. & Oct. litters	SELECT \$35.00	Extra Select \$45.00	Foundation \$55.00
YEARLING SOWS Bred for Sept. & Oct. litters	\$40.00	50.00	60.00
SPRING BOARS Ready for work	30.00	35.00	50.00
WEANLING PIGS			
Each	15.00	20.00	25.00
unrelated pairs	30.00	40.00	50.00
unrelater trios	40.00	55.00	65.00

# HENRY FIELD'S SEED SENSE

"FOR THE MAN BEHIND THE HOE"

Published by Henry Field in the Print Shop

Vol. XXIV

Shenandoah, Iowa—Sept. 1, 1940

No. 4

## How You Can Save \$1 to \$20 Without Trying!

This is a reprint of the editorial I ran last fall in Seed Sense. It stirred up quite a rumpus among some people who are interested in keeping hybrid corn high-priced. Now, I'm against high-priced hybrids and am going to keep on preaching against their extra-cost, and I'm running this editorial again for the benefit of some of you who maybe didn't see it last year and are still paying \$7 and \$7.50 for hybrid corn. See if you think it's sense or not. H. F.

I never did believe in prices being too low. I always believed in a fair and honest price, good quality, and everybody pleased all the way around.

But when somebody puts a price on something that all farmers need and puts it up sky high, then my dander gets up. And it's up now.

I'm talking about hybrid corn. It's here to stay. It has outperformed other corn, has better yields, stands drought better and everybody is sold on it. But that don't mean producers should get two prices for it just because the farmers need it. No sir.

What I'm getting at is this. You buy hybrid corn from an agent. What does he ask you? \$6? \$7? \$7.50? Or does he go as high as some do and ask \$8? Whatever it is, it's too much. You don't have to pay it, as long as you can still buy your hybrid corn direct from

Henry Field and save for yourself the commission you have to pay the agent for selling you the corn.

Selling by agents naturally is expensive. Agents don't work for nothing. They can't. They get from \$1 to \$3 per bushel for selling you that corn. Think of it! Money that you could save and put in your jeans or in the bank or wherever you put money when you get it ahead.

I've got nothing against agents. They're all right if there aren't too many of them, but I have got something against the prices they ask. Selling direct, I can cut out that profit of theirs and give you the corn at what figures out to be about ½ THEIR PRICE. If that isn't a better way to sell, I'll eat my hat.

This fall, I'm going to sell 10,000 bushels of hybrid corn at \$3.95 per bushel—straight out while it lasts, first come first served. And it won't last long at that price, I can promise you. You'll find the whole deal explained on the inside back cover of this Seed Sense. It's a low price, but I'm staying hitched this fall, anyway. And right at the same time, agents are going to be asking you \$7 and \$7.50. Which are you going to pay — high agent prices or \$3.95 a bushel? Buy direct and save—it pays! H. F.

P. S. A good friend of mine just peeked over my shoulder and said, "Henry, you better tone that down a bit. Some agents might get mad."

Yes, yes. Maybe, but I believe I'll leave it just the way it lit.



### A Letter From Henrietta

Dear Folks All:%

granDpa said i could wriTe a letter½/ to You insteAd of him WriTing his regular faLl letter,.@ You see, I'M learning to typewrite and grandPA said, since I'mm most as good as he Is, andsince HE HAD talked too much In this SeedSense anyway., that I was the one To write it#.

I get to sTay with grandmother and grandFather until schoolstarts. I practice typewriting by writing to mOther everY day. I like it here, the seedHouse girlsare so nice to Me@.. I try to type With all my fingers like theyDo.

I helped grandmother CAn Tomatoes .. I washed glasses

andshe dried them;%and I peeled tomatoes, and we put up 15 quarTs yesTerday-\*

I miss 'SuSie', and Elizabeth Rose, and 'luKy', and Mother and DaDDY, but I like it here.

Love/, and kisses;, Henrietta

P. S. FROM GRANDPA: That's about how Henrietta's typing looks in print. We write out the big words for her and she copies them. I'm sure her letter is as good as I would have done and only want to add, write us a letter now and send those orders in soon.  
H. F.

Plant This Fall—Gain ½ Yrs. Growth. See My Fall Catalog Page 9















# FREE GIFTS IF YOUR ORDER TOTALS \$2.00 OR MORE OF NURSERY OR BULBS TAKE YOUR CHOICE



**1 GIANT  
DELPHINIUM**

These lovely perennials come in dark or light blue. You may choose one plant free with each \$2. of your nursery or bulb order.



**1 Hardy  
RED CARNATION**

These are the brilliant, ever-blooming, hardy, carnations. Very fragrant. You may choose one free with each \$2 of your nursery or bulb order.



**3 GIANT  
DARWIN TULIPS**

Favorites of all tulips. Long stemmed with mammoth flowers. You may choose three of these with each \$2 of your nursery, or bulb order. Assorted colors only.



**Or 1 FAMOUS  
"BOUQUET  
TULIP"**

This is the famous tulip that has five large blooms on each stem. You may choose one free with each \$2 of your nursery, or bulb order.

**IF YOU ORDER \$4 WORTH, CHOOSE 2 of above, etc.**

## SURPRISE COLLECTION!

### SPECIAL NOTICE!

**THIS COLLECTION CONTAINS ALL KINDS OF TULIPS—PARROTS, EARLIES, ETC., THAT YOU CAN BUY NO OTHER PLACE EXCEPT IN THIS COLLECTION!**



**All Kinds of Tulips**



**Lilies**

There are some each of every bulb in this big surprise collection. When you open the package you are going to be really and truly surprised at the many bulbs and many different kinds—some you may never have seen before. It will be at least a \$2.00 value and maybe more.

We can make such a sensational offer because on some items we find we have a few too many and rather than have them left, pass them out to our friends this way. Each collection is guaranteed to contain DARWIN TULIPS, LILIES, CROCUS, SNOWDROPS, SCILLIAS, COTTAGE TULIPS, PARROT TULIPS, GORY OF THE SNOW, IRIS, EARLY TULIPS, NARCISUS, FOR SURE, and a lot of other plants and bulbs besides to bring it way over a \$2.00 value. Don't fail to have this collection.



**Crocus**



**Jonquil**

**A GUARANTEED \$2.00 VALUE  
31 TO 50 BULBS AND PLANTS**

**ONLY**

**\$1.00**

**POSTPAID**

FOR SEPTEMBER AND OCTOBER ONLY

# NURSERY 1<sup>c</sup> SALE

BUY ONE COLLECTION  
GET THE SECOND FOR 1c!

**4 APPLE TREES** Regular Price..... \$1.00

**4 APPLE TREES** Sale Price..... .01

**8 APPLE TREES** Postpaid \$1.01

An ideal size apple to transplant. All husky trees, 3 foot tall. Each collection includes early, late and winter apples so you'll have apples all season. I pick best varieties. All labeled. 2 collections (8 trees) \$1.01 prove how far a penny goes at Henry Field's.



**3 GIANT 2 YR. Roses** Reg. Price \$1.00

**3 GIANT 2 YR. Roses** Sale Price .01

**6 Roses** during Sale.....Postpaid \$1.01

These are the same GIANT 2-YR. EVERBLOOMING roses I sell inside the catalog. Each collection contains the choicest varieties in all colors—reds, two tones and pinks. My selection guaranteed to please. ALL will BLOOM next summer. Two collections (6 roses) \$1.01 postpaid to prove how far your pennies go at Henry Field's.



**35 BIG 2-FT. FALL CHINESE ELM**, Reg. Price..... \$1.00

**35 BIG 2-FT. FALL CHINESE ELM** (Sale) ..... .01

**70 CHINESE ELM** during Sale..... \$1.01

Here are enough trees to plant 3 rows of windbreak 200 ft. long or a hedge 100 ft. long. All husky, 2 foot trees—the right size to transplant well and give you quick growth and still not cost too much. This is the genuine SIBERIAN STRAIN—likes cold, heat or drought. All heavy rooted, healthy, inspected trees.

2 collections (70 trees)

**\$1.01**  
Postpaid







EDULIS  
SUPERBA

FRANCIS O.

FESTIVAMAX.

KARL R.



## MY FAMOUS MEMORIAL DAY PEONY COLLECTION

These are the four varieties which bloom early for Memorial Day.

Collection includes the very best of their color.

- 1—Edulis Superba—  
Soft Pink  
1—Festiva Maxima—  
Double White

- 1—Karl Rosenfield—  
Deep Red  
1—Frances Ortegat—  
Bright Crimson

**\$1.36 Value for Only 89c Postpaid**

**89c**

Postpaid

## RED IRIS



## RARE RED IRIS COLLECTION

2 Each of Above  
(6 in all) ..... Postpaid

**69c**

## RAINBOW IRIS COLLECTION

**All 24 Iris Below for only 98c, Postpaid**



Price in  
smaller  
amounts  
3 for 25c,  
8 for 49c  
All 24  
for 98c  
Postpaid

MONSIGNOR—Violet and purple-crimson; large.  
QUEEN OF MAY—Light pink, white base, veined lavender.  
JUANITA—Clear blue, fragrant, tall.  
GEO. J. TRIBOLET—Black purple, vigorous, late.  
L. A. WILLIAMSON—Standards, lavender, Falls violet.  
LORD LAMBOURNE—Early, fragrant, Standards, rose; falls crimson.  
BUTO—Dark blue-purple, nearly black.  
MORNING SPLENDOR—Standard, rich violet.  
CLARA NOYES—Dazzling blend of apricot, orange, yellow and carmine.  
VENUS DE MILO—Cream white.  
EDGEWOOD—Medium two-toned pink bicolor.  
BUTTERCUP—A rich yellow, medium height.

EMPEROR—Deep violet.  
BALDWIN—Rich violet. Tremendous size. Tall.  
CAPRICE—Very fragrant, raspberry red.  
JUBILEE—Peach standards. Falls cream, veined brown.  
SHERWIN WRIGHT—Best deep yellow.  
FLORENTINA ALBA—Silvery white.  
WHITE KNIGHT—Snow white, slight markings at base.  
AMBASSADOR—Bronze standards, falls maroon.  
MAD. CHEREAU—Pure white with blue penciled border around each petal.  
DELICATISSIMA—White bordered with lavender penciled stripe.  
QUAKER LADY—Smoky lavender with yellow shadings. Falls ageratum blue and old gold; orange beard. Odd and attractive.  
BOY BLUE—Blue standards, purple falls.



**HENRYII LILY**  
"Everyone's Favorite"

(Golden Show Lily) Orange, yellow flowers spotted reddish brown with recurving petals. Plant 6 to 8 inches deep.

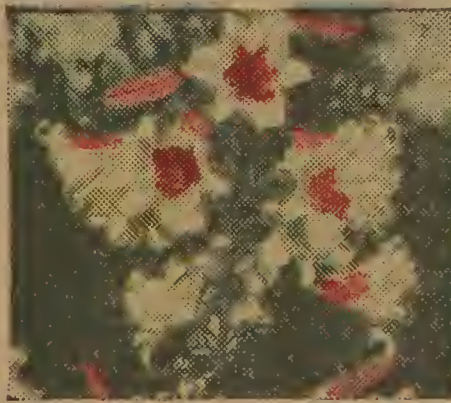
Price: 20c each; 3 for 50c;  
7 for \$1.00, postpaid



**PHILIPPINE LILY**  
"The New Long Trumpet"

Extra long trumpet flowers, white with reddish brown shadings, and green inside. New, fragrant, and exceptionally beautiful.

Price: 20c each; 3 for 50c;  
7 for \$1.00, postpaid



**REGAL LILY**  
"Covered with Blooms"

The graceful lily with large pure white flowers, tinged lightly with lilac on the outside and yellow on the inside. 10 or more blooms per stem. Plant 8 to 10 inches deep.

Price: 15c each; 3 for 39c;  
10 for \$1.00, postpaid



**RED RUSSIAN LILY**  
"Easiest to Grow"

(Fire-Lily) One of the easiest of all garden lilies to grow. A dainty reddish orange with large clusters of blooms. Plant 5 to 6 inches deep.

Price: 20c each; 3 for 50c;  
7 for \$1.00, postpaid







ONE OF THE FEW PLACES YOU CAN BUY

# TULIPS and OTHER FALL BULBS



## FIELD'S TULIPS SUPPLY SHORT; ORDER EARLY!

**Henry Field—One of Few  
Who Has Tulips for  
Sale This Fall**

The tulip supply all over the United States is extremely short this year. Only a few of the biggest seed houses in the country will be able to supply bulbs and then only in limited quantity.

Henry Field is one of the few who has been able to get tulip bulbs for you. You will notice that even with his big buying power, he was able only to get a comparatively short list of varieties. Supplies of these varieties are very short and everyone is urged, if they want any tulips at all, to get their orders in at once.

Henry Field will ship orders strictly on a first come—first served basis. That's the only way to be fair. It may be years before tulips will again be available. NOW is the time to get them.

## FIELD'S TULIPS GUARANTEED TO BLOOM

The picture below represents the actual size and appearance of my tulips. They are the finest in the country and all giant—4 to 6 in. around. ALL ARE ABSOLUTELY GUARANTEED TO BLOOM, TO BE TRUE TO NAME. They will bloom for years and years if planted in rich, well-drained soil.

## The Lovely DARWIN TULIPS—Aristocrats of Tulipdom

### PRICES

5 for 40c  
10 for 69c  
25 for \$1.25  
100 for \$4.69  
Postpaid

Please Note: Supplies Are Very Limited—We Will Ship Order in Order They Arrive as Long as Tulips Last—Please Order Early to Avoid Disappointment. Prices: 5 for 40c; 10 for 69c; 25 for \$1.25; 100 for \$4.69, all postpaid.

CLARA BUTT—The most perfect salmon pink.

BLUE AIMABLE—Long stemmed true blue tulip.

INGLESCOMB YELLOW—A bright yellow—very outstanding.

KING HAROLD—Always in our mind the very best of red tulips. Fine for bedding or forcing. Rich red with extra long stems and large flowers.

MRS. THORBECKE—Distinct bright ruby red with long stems.

SCARLET BEAUTY—Probably one of the finest and most unusual red tulips. Lasts a long time.

THE BISHOP—Enormous, bright blue-violet tulip. Heavy petals. Very outstanding. (Generally sold at a higher price

than regular Darwins, but we are making them the regular price this year.)

VICTORY—Rich, deep red. Splendid for forcing or bedding.

CITY OF HAARLEM—The tallest bright red tulip. You should have some of these in your garden.

WM. COPELAND—Violet. Excellent for early forcing.

MIXED: ALL VARIETIES AND COLORS ABOVE—10 for 60c; 25 for \$1.10. This is an extra fine mixture assuring you of plenty of all the different colors.



An actual size photo of Field's Giant Tulip Bulbs. Bigger bulbs mean bigger blooms.

## 2 LOVELY BREEDER TULIPS

Grow over 3 feet high



**CARDINAL MANNING**

"The One They Rave About"

This big rich colored tulip always causes exclamations. It grows tall like Louis XIV, but is a brighter rosy violet flushed with bronze. Prices: 5 for 49c; 10 for 89c; 25 for \$1.69. All postpaid.

**LOUIS XIV**  
"The Favorite"

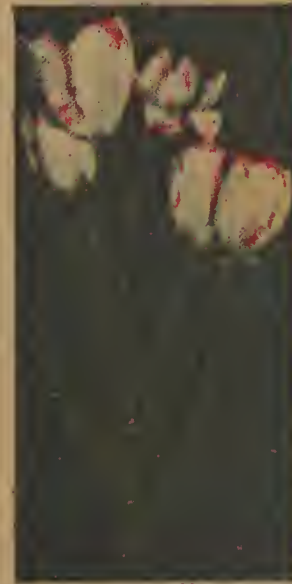
This is one of the most lovely of all breeder tulips. Grows over 3 feet in height with a heavy strong stem. Bloom is huge royal purple with heavy shadings of bronze. 5 for 49c; 10 for 89c; 25 for \$1.69. All postpaid.



← **ELLEN WILMONT**

"The Fragrant Lily-Tulip"

This is the lovely, but unusual Lily-flowering tulip that's fragrant. Its beautiful lemon yellow, long petals turn back gracefully like a lily and then as though that was not enough, it perfumes the air with a delicate sweet scent. Only a few bulbs. Prices: 5 for 49c; 10 for 89c; 25 for \$1.69. All postpaid.



← **The Famous BOUQUET TULIP**

"Five Blooms on One Stem"

Think of it! A whole bouquet of tulips from each bulb. Color beautiful white with rose blush. Price: 4 for 25c; 10 for 50c; 25 for 98c, postpaid.

**SPECIAL:** 1/2 of Rainbow Collection  
(15 Bulbs in all—all colors of the rainbow) —

**69c**  
Postpaid

**FREE PLANTING INSTRUCTIONS WITH EACH HENRY FIELD ORDER**

30 GENUINE DARWINS IN ALL RAINBOW COLORS 98c POSTPAID

**My Famous RAINBOW COLLECTION**  
of Giant Darwins

All colors of the rainbow—all stately Darwins—all giant bulbs

Formerly 25 for \$1.00 **NOW 30 for 98c**

Postpaid

65 bulbs \$1.98; 100 bulbs \$2.98  
Includes Reds, Yellows, Pinks, Blacks and Blues.







# NOW DO ME A FAVOR WILL YOU?

Now the catalog is done and you've read it mostly all through. So now is a good time to ask a favor of you. If there's some of your neighbors you think ought to buy of me and if you think I deserve their business, I wish you'd take the time to write me their names and addresses here below. I'd sure appreciate it. But please send only gardeners' names or folks who want nursery stock or field seed. I want everybody to have my catalog who's interested but it costs money to send them to folks who aren't.

P. S. FOR YOUR TROUBLE, THERE MIGHT BE AN EXTRA PACKET OF SEED IN YOUR ORDER!

NAME OF PERSON WANTING CATALOG	STREET OR ROUTE	POSTOFFICE	STATE

DID YOU REMEMBER TO ASK FOR YOUR FREE GIFTS? Don't forget, I want you to have them.

“THE SEEDS THAT YIELD  
ARE SOLD BY **FIELD**”



LOWA'S LEADING SEEDHOUSE—"HENRY FIELD SEED & NURSERY CO.", Shenandoah, Iowa

FOLD ON THIS LINE



**Henry Field**  
SEED and NURSERY CO.  
Iowa's Leading Seed House

*Shenandoah, Iowa*

From
R. F. D. or Street
Post Office
State

USE  
LETTER  
POSTAGE  
HERE

**FREE!**  
SUBSCRIPTION TO  
“SEED SENSE”  
GOES WITH EACH ORDER  
FROM HENRY FIELD



## ABOUT “SEED SENSE”

Most all of you know all about Seed Sense and most of you read it regular, too, from cover to cover, if the thousands of letters I get thanking me for it are true.

Well, “Seed Sense” is free. It's free for the asking to any of my customers. The subscription price is simply a garden seed, field seed, or nursery order sometime during the year. And every person who orders from me will be put right away on the mailing list to receive “Seed Sense” every time it's printed.

I have a lot of fun writing “Seed Sense.” I try to put all of the pictures and information about planting, pruning, seeding, ect., that I think will interest you. It's crammed full of information and fun, and is printed three or four times a year. If you want it, say so.—H. F.



